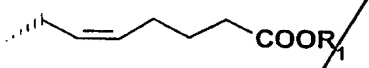
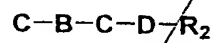
The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A topical composition for application to mammalian skin comprising an effective amount of a prostaglandin PGA, PGE or PGF compound wherein the alpha chain of the compound has the formula:



in which R_1 is H or an alkyl group having from 1 to 10 carbon atoms; and

the omega chain of the compound has the formula:



wherein C is a carbon atom or lower alkyl chain, optionally substituted with one or more -OH groups;

B is a single bond, a double bond or a triple bond;

D is a chain having from 1 to 10 carbon atoms, optionally substituted with one or more -OH groups; and

R_2 is H or a phenyl group having none, one or more substituents selected from the group consisting of C_1-C_5 alkyl groups, C_1-C_5 haloalkyl groups, C_1-C_4 alkoxy groups, C_1-C_4 haloalkoxy groups, trifluoromethyl groups, C_1-C_3 aliphatic acylamino groups, nitro groups, halogen atoms, and phenyl groups; or an aromatic heterocyclic group having 5-6 ring atoms; or a cycloalkane or a cycloalkene with 3-7 carbon atoms in the ring, optionally substituted with lower alkyl groups with 1-5 carbon atoms;

and the pharmaceutically acceptable salts thereof, in association with a topical pharmaceutical carrier.

2. The composition of Claim 1 wherein the concentration of the compound is from about 0.0000001% to about 50% by weight of the composition.

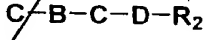
3. The composition of Claim 1 wherein the compound is a $PGF_2\alpha$ derivative.

4. The composition of Claim 1 wherein the compound is 13,14-dihydro-15-dehydro-17-phenyl-18,19,20-trinor-$PGF_2\alpha$ isopropyl ester or a pharmaceutically acceptable salt thereof.

5. A method for stimulating hair growth in a mammalian species comprising the application to mammalian skin of an effective amount of a prostaglandin PGA, PGE or PGF compound wherein the alpha chain of the compound has the formula:

in which R_1 is H or an alkyl group having from 1 to 10 carbon atoms; and

the omega chain of the compound has the formula:



wherein C is a carbon atom or lower alkyl chain, optionally substituted with one or more -OH groups;

B is a single bond, a double bond or a triple bond;

D is a chain having from 1 to 10 carbon atoms, optionally substituted with one or more -OH groups; and

R_2 is H or a phenyl group having none, one or more substituents selected from the group consisting of C_1-C_5 alkyl groups, C_1-C_5 haloalkyl groups, C_1-C_4 alkoxy groups, C_1-C_4 haloalkoxy groups, trifluoromethyl groups, C_1-C_3 aliphatic acylamino groups, nitro groups, halogen atoms, and phenyl groups; or an aromatic heterocyclic group having 5-6 ring atoms; or a cycloalkane or a cycloalkene with 3-7 carbon atoms in the ring, optionally substituted with lower alkyl groups with 1-5 carbon atoms;

and the pharmacologically acceptable acid addition salts thereof, in association with a topical pharmaceutical carrier.

6. The method of Claim 5 wherein the concentration of the compound applied is from about 0.0000001% to about 50% by weight of the composition.

7. The method of Claim 5 wherein the compound is a $PGF_2\alpha$ derivative.

8. The method of Claim 7 wherein the compound is 13,14-dihydro-15-dehydro-17-phenyl-18,19,20-trinor-$PGF_2\alpha$ isopropyl ester or a pharmaceutically acceptable salt thereof.

9. A method for the conversion of vellus hair or intermediate hair to growth as terminal hair comprising the application to mammalian skin at the locale of vellus hair of an effective amount of a prostaglandin PGA, PGE or PGF compound wherein the alpha chain of the compound has the formula:

in which R_1 is H or an alkyl group having 1 to 10 carbon atoms, especially 1 to 6 atoms, for instance methyl, ethyl, propyl, isopropyl, butyl, isobutyl, neopentyl or benzyl or a derivative giving the final substance equivalent properties as a hair growth stimulating agent; and

the omega chain of the compound has the formula:

$$C-B-C-D-R_2$$

wherein C is a carbon atom or lower alkyl chain, optionally substituted with one or more -OH groups;

B is a single bond, a double bond or a triple bond;

D is a chain having from 1 to 10 carbon atoms, optionally substituted with one or more -OH groups; and

R_2 is H or a phenyl group having none, one or more substituents selected from the group consisting of C_1-C_5 alkyl groups, C_1-C_5 haloalkyl groups, C_1-C_4 alkoxy groups, C_1-C_4 haloalkoxy groups, trifluoromethyl groups, C_1-C_3 aliphatic acylamino groups, nitro groups, halogen atoms, and phenyl groups; or an aromatic heterocyclic group having 5-6 ring atoms; or a cycloalkane or a cycloalkene with 3-7 carbon atoms in the ring, optionally substituted with lower alkyl groups with 1-5 carbon atoms;

and the pharmacologically acceptable acid addition salts thereof, in association with a topical pharmaceutical carrier.

10. The method of Claim 9 wherein the concentration of the compound applied is from about 0.0000001% to about 50% by weight of the composition.

11. The method of Claim 9 wherein the compound is a $PGF_2\alpha$ derivative.

12. The method of Claim 11 wherein the compound applied is 13,14-dihydro-15-dehydro-17-phenyl-18,19,20-trinor-$PGF_2\alpha$ isopropyl ester in the form of the free base or acid addition salts thereof.

13. A method for stimulating hair follicles to enhance hair growth and one or more properties selected from the group consisting of luster, sheen, brilliance, gloss, glow, shine or patina of hair associated with the follicles, comprising the application to mammalian skin at the locale of the follicles of an effective amount of a prostaglandin PGA, PGE or PGF compound wherein the alpha chain of the compound has the formula:

in which R_1 is H or an alkyl group having 1 to 10 carbon atoms, especially 1 to 6 atoms, for instance methyl, ethyl, propyl, isopropyl, butyl, isobutyl, neopentyl or benzyl or a derivative giving the final substance equivalent properties as a hair growth stimulating agent; and

the omega chain of the compound has the formula:

$$C-B-C-D-R_2$$

wherein C is a carbon atom or lower alkyl chain, optionally substituted with one or more -OH groups;

B is a single bond, a double bond or a triple bond;

D is a chain having from 1 to 10 carbon atoms, optionally substituted with one or more -OH groups; and

R_2 is H or a phenyl group having none, one or more substituents selected from the group consisting of C_1-C_5 alkyl groups, C_1-C_5 haloalkyl groups, C_1-C_4 alkoxy groups, C_1-C_4 haloalkoxy groups, trifluoromethyl groups, C_1-C_3 aliphatic acylamino groups, nitro groups, halogen atoms, and phenyl groups; or an aromatic heterocyclic group having 5-6 ring atoms; or a cycloalkane or a cycloalkene with 3-7 carbon atoms in the ring, optionally substituted with lower alkyl groups with 1-5 carbon atoms;

and the pharmacologically acceptable acid addition salts thereof, in association with a topical pharmaceutical carrier.